

Father's DAY

OVERALL PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
GREETING CARDS	\$0.9 BILLION	61%
CLOTHING	\$3.5 BILLION	55%
SPECIAL OUTING	\$4.4 BILLION	52%
GIFT CARDS	\$2.8 BILLION	48%
PERSONAL CARE	\$1.7 BILLION	32%
ELECTRONICS	\$2.6 BILLION	27%
TOOLS/APPLIANCES	\$1.6 BILLION	26%

OVERALL FATHER'S DAY SPENDING



75%

Of people plan to celebrate Father's Day in the U.S.



29%

Are planning to give a gift of experience in 2023.



\$196.23

Average expected spending on Father's Day, up from \$171.79 in 2022.



\$22.9 BILLION

Planned spending on Father's Day in 2023, up from \$20 Billion in 2022.

MISSOURI FACTS



53,226

The number of single dads in Missouri with own children in 2021.



234

Golf courses located in Missouri, employing 6,715 with an average weekly wage of \$562.



8,451

The number of children adopted in the state of Missouri between 2017-2021.



352

Hardware stores located in Missouri, employing 3,317 with an average weekly wage of \$703.